



2019 THANKSGIVING SEAT BELTS

SOCIAL MEDIA PLAYBOOK

How to Use This Playbook

This document is a social media playbook for the 2019 Thanksgiving holiday period. It includes Thanksgiving specific content and assets, along with instructions, for the seat belt campaign. The content in this playbook is designed for easy posting and seamless integration into your current social media strategy. Your communication efforts ahead of and during this holiday period may help save lives.

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Campaign Overview

Seat Belts Campaign Summary

One of the most important choices drivers and passengers can make to ensure their safety while in a vehicle is to buckle up. Thankfully, many Americans already understand the value of wearing their seat belt – the national use rate was at 89.6% in 2018. Furthermore, in 2017 it was estimated that 14,955 lives were saved by seat belts. However, there were an estimated 2,549 additional lives that seat belts could have saved in 2017 if everyone had buckled up.



While failing to buckle up is dangerous all year round, fatalities increase during the Thanksgiving holiday period due to the heavy volume of traffic on the roads. This campaign seeks to encourage everyone to buckle up – every trip, every time.

Thanksgiving Holiday Period Summary

Three campaigns will run during the Thanksgiving holiday period to help counter the increase in traffic fatalities during this time – two campaigns for impaired driving and one campaign for seat belt use. These campaigns aim to educate the most susceptible audiences and prevent accidents and fatalities. Here is an overview of the timing for each campaign:

NOTE: This playbook only contains the content for the Thanksgiving seat belt campaign

To access graphics and messages for the Thanksgiving impaired campaigns, please visit [Traffic Safety Marketing](#).

NHTSA Thanksgiving Social Posting Calendar						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					November 22	23
					Seat Belts	
24	25	26	27	28	29	30
Seat Belts	Alcohol					
					Drug-Impaired	
December 1						
Seat Belts						
Drug-Impaired						
						
					Seat Belts	Alcohol
						Drug-Impaired

Objectives





- ▶ Increase awareness of this dangerous time period by generating earned media coverage and social chatter
- ▶ Decrease fatalities on America's roadways due to lack of seat belt use during the Thanksgiving holiday period
- ▶ Change behaviors and attitudes towards increased seat belt use

Thanksgiving Posting Strategy

Since there are multiple overlapping campaigns occurring during the Thanksgiving holiday period, it is important to observe the recommended posting dates for each campaign. The "Thanksgiving holiday period" is from Friday, November 22 to Sunday, December 1.

Here is a breakdown of when to posting for each campaign:

- ▶ Buckle Up. Every Trip. Every Time.
Friday, November 22 – Sunday, December 1
- ▶ Buzzed Driving is Drunk Driving (Alcohol Impaired)
Monday, November 25 – Wednesday, November 27
- ▶ If You Feel Different, You Drive Different. Drive High – Get a DUI. (Drug-Impaired)
Thursday, November 28 – Sunday, December 1

NHTSA Thanksgiving Social Posting Calendar										
	November 22	23	24	25	26	27	28	29	30	December 1
	SEAT BELTS									
				ALCOHOL						
							DRUG-IMPAIRED			
Campaign	Hashtags*							Ideal Post Days		
	#BuckleUp #ClickLove							Friday, November 22 – Sunday, December 1		

Social Media Content

This section contains shareable social media content for use during the Thanksgiving holiday period for the seat belt campaign. Provided on pages 8-12 are downloadable graphics with accompanying suggested posts that you can use on your own channels.

Below are two sample social media posts, one for Twitter, using a rectangular graphic, and one for Instagram/Facebook, using a square-shaped graphic. Social Media Content



 *Twitter*



  *Facebook/Instagram*

On the following pages, you will see additional graphic and post examples in a variety of sizes for the campaign. Be sure to consider which social media platform your target audiences are using when choosing the graphics and post content.

Also, take into consideration that most people use mobile phones when checking their social media accounts. The graphics in this playbook are optimized for mobile platforms.

Content Organization

The social media content is organized into sections. Both English and Spanish versions are provided.

English

- ▶ Buckle Up. Every Trip. Every Time. – Pg. [8](#)

Spanish

- ▶ Buckle Up. Every Trip. Every Time. – Pg. [11](#)

Post Examples

Below are examples of how posts should look when published.

Facebook



1 Downloaded graphic from trafficsafetymarketing.gov.

2 Suggested copy from this playbook.

Sizes Available

Social media graphic sizes vary across the ever-changing social media platforms. In this playbook we included five different sizes based on suggested industry standards and best practices. Most graphics are available as animated versions on the trafficsafetymarketing.gov website.



Facebook/Instagram Posts

1200x1200 (square)



1000x1200 (vertical)



Facebook/Instagram Posts

1080x1920



Twitter Posts

1200x675



Seat Belt Concept

STEP

1 Download graphics.

Download the "SeatBelt" graphic below at trafficsafetymarketing.gov

STEP



2 Combine with suggested copy below or feel free to draft your own.



Copy/paste one of the suggested posts below.



- Your mission: to deliver the **#turkey** in one piece. But don't forget that you need to deliver yourself in one piece, first. In 2017, during the **#Thanksgiving** holiday weekend, 51% of those killed were not buckled up. **#BuckleUp**. Every Trip. Every Time.
- Your Mission: Deliver the pumpkin pie in one piece this **#Thanksgiving**. But first, you need to deliver yourself in one piece. Did you know, in 2017, more than 8 out of 10 of the people ejected from vehicles in crashes were killed? **#BuckleUp**. Every Trip. Every Time.
- In 2017, during the **#Thanksgiving** holiday period, 51% of those killed were not buckled up. Make sure you and the turkey get to dinner safe and **#BuckleUp**. Every Trip. Every Time.
- What's **#Thanksgiving** without pumpkin pie? If you don't buckle up this Thanksgiving, you and the pie won't make it to dinner. In 2017, 8 out of 10 people ejected from vehicles in crashes were killed. Remember to **#BuckleUp**. Every Trip. Every Time.

Sizes Available:

  Facebook/Instagram Posts
1200x1200 (square - static or animated)
1000x1200

  Facebook/Instagram Stories
1080x1920

 Twitter Posts
1200x675

Dinner Tips Concept

STEP

1 Download graphics.

Download the "DinnerTips" graphic below at trafficsafetymarketing.gov

STEP

2 Combine with suggested copy below or feel free to draft your own.

Copy/paste one of the suggested posts below.



- Tip: Don't talk about your new diet during Thanksgiving dinner. Bigger Tip: **#BuckleUp**. Every Trip. Every Time. Your chance of surviving a crash greatly decreases if you're not buckled. In 2017 during the **#Thanksgiving** holiday period, 51% of those killed were not buckled up.
- Everyone knows not to bring politics up at the **#Thanksgiving** dinner table. But did you know, in 2017, more than 8 out of 10 of the people ejected from vehicles in crashes were killed? **#BuckleUp**. Every Trip. Every Time.
- Thanksgiving Tip #1: Don't talk about your new diet at the dinner table. Thanksgiving Tip #2: **#BuckleUp**. Every trip. Every time. In 2017, during the Thanksgiving holiday, more than 50% of those killed in crashes were not buckled up.
- No one wants to talk about politics at the Thanksgiving dinner table. But everyone does want you to make it there safely. In 2017, 8 out of 10 people ejected from vehicles in crashes were killed. Remember to **#BuckleUp**. Every Trip. Every Time.

Sizes Available:



Facebook/Instagram Posts

1200x1200 (square - static or animated)
1000x1200



Facebook/Instagram Stories

1080x1920



Twitter Posts

1200x675

Buckle Up What You Love Video Concept

STEP

1 Download graphics.

Download the "BuckleUpWhatYouLove" graphic below at trafficsafetymarketing.gov

STEP

2 Combine with suggested copy below or feel free to draft your own.

Copy/paste one of the suggested posts below.



- This **#Thanksgiving** be sure to **#BuckleUp** what you love, which includes you! Your chances of dying in an unbuckled crash are 50%. **#clicklove**
- You buckle up your children and prized possessions, why wouldn't you buckle yourself? NHTSA estimates that nearly 15,000 lives were saved by seat belts in 2017. This **#Thanksgiving** make it to the dinner table and **#BuckleUp**. Every Trip. Every Time. **#clicklove**
- If your turkey and sides are kept safe during your drive, shouldn't you be, too? Make sure you **#BuckleUp** this **#Thanksgiving**. In 2017 during the Thanksgiving holiday weekend, 51% of those killed were not buckled up. **#clicklove**

Sizes Available:



Facebook/Instagram Posts

1200x1200 (square - static or animated)
1000x1200



Facebook/Instagram Stories

1080x1920



Twitter Posts

1200x675

Seat Belt Concept (Spanish)

STEP

1 Download graphics.

Download the "SeatBeltEsp" graphic below at trafficsafetymarketing.gov



Sizes Available:



Facebook/Instagram Posts

1200x1200 (square - static or animated)
1000x1200



Facebook/Instagram Stories

1080x1920



Twitter Posts

1200x675

STEP

2 Combine with suggested copy below or feel free to draft your own.

Copy/paste one of the suggested posts below. Do not copy **red** text.*

**It is not necessarily a direct translation but for reference only.*

- Asegúrate de que tú—y el pavo—lleguen enteros a la celebración este #Thanksgiving. NHTSA calcula que cerca de 15,000 vidas fueron salvadas por el cinturón de seguridad. #Abrochate. En Todo Viaje. Todo el Tiempo.
English translation – Make sure you—and the turkey—arrive in one piece to the celebration this #Thanksgiving. NHTSA estimates that nearly 15,000 lives were saved by seat belts in 2017. #BuckleUp. Every Trip. Every Time.
- Así como te aseguras de que las personas y los postres vayan protegidas con el cinturón, protégete a ti mismo también. Ponte el cinturón de seguridad siempre. NHTSA calcula que cerca de 15,000 vidas fueron salvadas por el cinturón de seguridad. #Abrochate. En Todo Viaje. Todo el Tiempo.
English translation – Just as you make sure people and desserts are protected with the seat belt, protect yourself as well. Buckle up always. NHTSA estimates that nearly 15,000 lives were saved by seat belts in 2017. #BuckleUp. Every Trip. Every Time.
- No importa a dónde vayas el fin de semana feriado de #Thanksgiving, ponte el #CinturónDeSeguridad. ¡Y no se te olvide el pavo! El 51% de los pasajeros que murieron en choques, no iban abrochados. #Abrochate. En Todo Viaje. Todo el Tiempo.
English translation – It doesn't matter where you go during #Thanksgiving holiday weekend, wear your #seatbelt. And don't forget the turkey! 51% of those killed were not buckled up. #BuckleUp. Every trip. Every Time.
- Asegura el postre y asegúrate tú. Llegar en una pieza a tu destino debe ser la prioridad este fin de semana feriado de #Thanksgiving y siempre. NHTSA calcula que cerca de 15,000 vidas fueron salvadas por el cinturón de seguridad. #Abrochate. En Todo Viaje. Todo el Tiempo.
English translation – Secure the dessert and secure yourself. Arriving in one piece to your destination should be the priority this #Thanksgiving holiday weekend and always. NHTSA estimates that nearly 15,000 lives were saved by seat belts in 2017. #BuckleUp. Every Trip. Every Time.

Dinner Tips Concept (Spanish)

STEP

1 Download graphics.

Download the "DinnerTipsEsp" graphic below at trafficsafetymarketing.gov



Sizes Available:



Facebook/Instagram Posts

1200x1200 (square - static or animated)
1000x1200



Facebook/Instagram Stories

1080x1920



Twitter Posts

1200x675

STEP

2 Combine with suggested copy below or feel free to draft your own.

Copy/paste one of the suggested posts below. Do not copy **red** text.*

**It is not necessarily a direct translation but for reference only.*

- Este periodo feriado de **#Thanksgiving**, asegúrate de disfrutar el tiempo en familia. En el 2017 durante el periodo de Thanksgiving, más del 50% de los que murieron en choques no iban abrochados. **#Abróchate**. En Todo Viaje. Todo el Tiempo.

English translation – This #Thanksgiving holiday period, make sure you enjoy time with family. In 2017, during the Thanksgiving holiday period, over 50% of those killed in crashes were not buckled up. #BuckleUp. Every Trip. Every Time.

- Dato de Thanksgiving #1: Tu cinturón de seguridad te puede salvar de ser expulsado durante un choque. Dato de Thanksgiving #2: En el 2017, 8 de 10 personas que fueron expulsadas de sus vehículos durante el choque, murieron. **#Abróchate** el cinturón. En Todo Viaje. Todo el Tiempo.

English translation – Thanksgiving Fact #1: Your seat belt can save you from being ejected in a car crash. Thanksgiving Fact #2: In 2017, 8 out of 10 people ejected from vehicles in crashes were killed. #BuckleUp. Every Trip. Every Time.

- Asegúrate de llegar sano y salvo a tu destino este periodo feriado de **#Thanksgiving** y siempre. NHTSA calcula que cerca de 15,000 vidas fueron salvadas por el cinturón de seguridad. **#Abróchate**. En Todo Viaje. Todo el Tiempo.

English translation – Make sure you arrive safe and sound to your destination this #Thanksgiving holiday period and always. NHTSA estimates that nearly 15,000 lives were saved by seat belts in 2017. #BuckleUp. Every Trip. Every Time.

NHTSA Contacts

If you have questions about the Thanksgiving Seat Belts campaign, please contact

Mike Joyce at Mike.Joyce@dot.gov.